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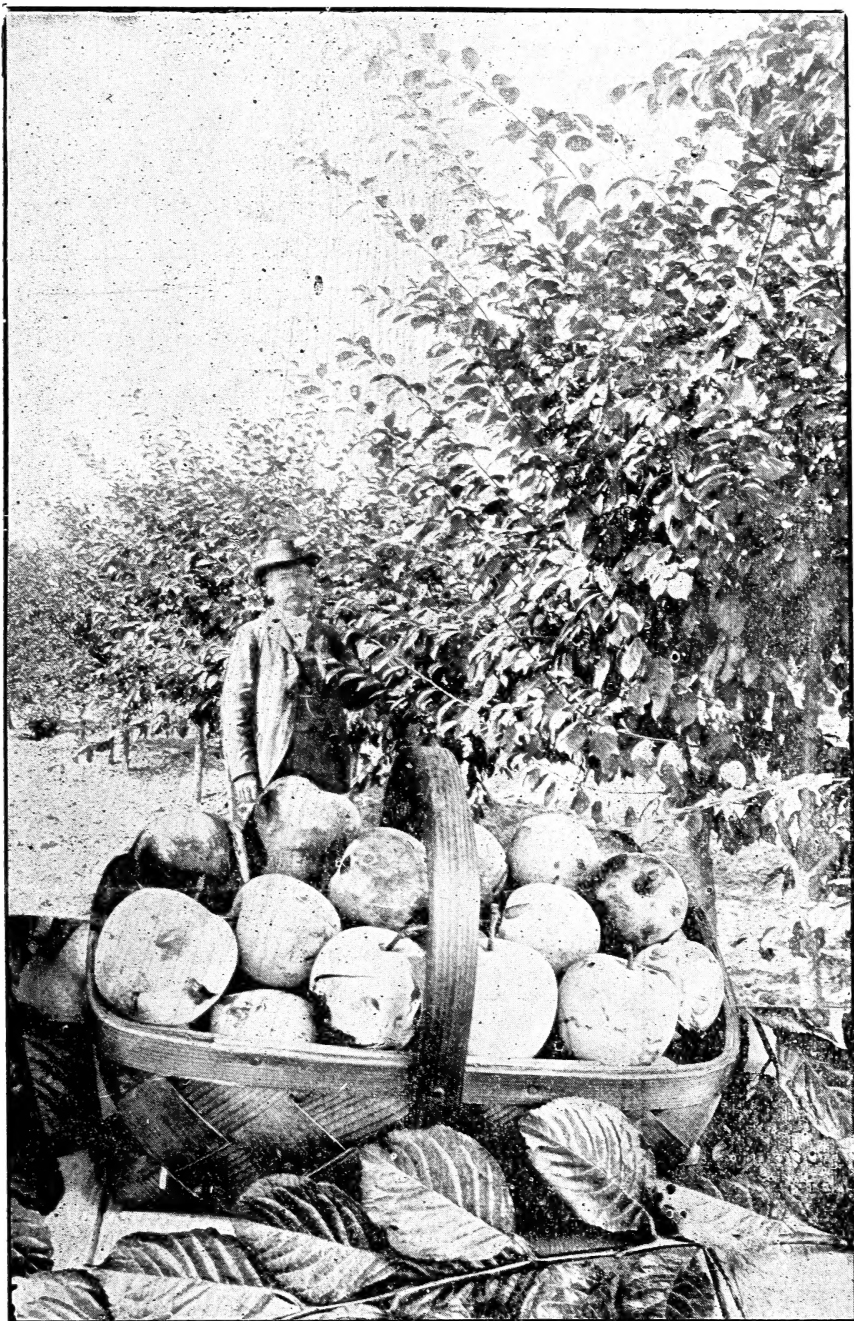


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# PROSPECTUS

OF THE

## MAYNARD PLUM CATALOGUE.



Two year old trees of Maynard Plum, a basket of ripe fruit and Luther Burbank, the originator, in the background.

## INTRODUCTION.

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We have been honored with a commission from Luther Burbank, of Santa Rosa, California, and have accepted the work of propagating for, and introducing to the Horticultural Public his grand new plum Maynard and appeal to all lovers of good fruits to help us in the introduction and dissemination of this his latest and greatest effort. Mr. Burbank has done more than any other living man in the introduction of new and valuable varieties of fruits and flowers, and he is still working away and no doubt will bring forth from nature's storehouse many more valuable varieties that in turn will stimulate coming generations to plant and care for trees and flowers that will increase the world's wealth and add pleasure and happiness to the homes of millions of people yet unborn.

The Maynard Plum is sent out by Mr. Burbank with the assurance that it surpasses in quality and beauty of fruit any plum heretofore introduced. We bespeak for the Maynard, through the hearty co-operation of fruit-growers everywhere, such a sale as Mr. Burbank's best efforts so richly deserve and merit. The many testimonials received by Mr. Burbank from eminent authorities throughout the country easily give the Maynard first place amongst the best varieties of plums.

We are introducing the Maynard under a contract that gives to Mr. Burbank a royalty on each tree sold and all will concede that he has well earned by his long years of toil in the origination of new fruits and flowers all that will come to him in honor and money from the sale of this new plum.

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### Whom it May Concern:

*This is to certify that I have, under royalty contract, assigned to the Oregon Nursery Company, of Salem, Oregon, the sole right to propagate and introduce my new Plum, Maynard, and that no other person has ever received any buds or scions, or have any right to propagate or introduce the Maynard, except under contract from the Oregon Nursery Company. I consider the Maynard one of the best Plums that I have ever introduced.*

*Dated at Santa Rosa, California, this first day of December, 1902.*

(Sgd.) LUTHER BURBANK.

## PROSPECTUS.

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The Maynard Catalogue will contain, first a lithograph outside cover, showing the Maynard Plum tree, a basket of ripe fruit, and Luther Burbank, the originator, in the back ground.

Following this will be a half tone engraving of Mr. Burbank, describing Mr. Burbank as the "Master of Modern Horticulture," together with a certificate from himself showing the authority of the Oregon Nursery Co. to propagate and introduce the Maynard Plum tree. Then will come a lithograph plate of the Maynard Plum.

Next will be introductory remarks by the Oregon Nursery Co. giving a description of the quality of fruit, etc., also the life-work of Luther Burbank, from which the following extracts are taken:

The Maynard Plum begins to ripen about July 1st at Santa Rosa, Cal., following closely after that other magnificent introduction of Burbank, Climax, and just at a season of the year when plums are in best demand in the great markets; but instead of coming and going swiftly as is the regrettable habit of plums, the season of ripening for the Maynard extends all through July and far into August.

In size it is very large, often measuring seven and one-half inches or more in circumference; form nearly round, slightly flattened at the ends; of richest crimson-purple, deepening to royal damask as full ripeness is reached. A more beautiful fruit were hard to imagine. The flesh is firm even when dead ripe, but melting and juicy with a deliciousness indescribable. Besides this combination of beauties to delight the eye and palate, the ripe fruits have a charming fragrance unusual to plums. Few fruits could please so many of the senses as this new beauty, now added to Mr. Burbank's list of triumphs.

In vigor of tree and habit of growth it far surpasses any other plum. In its evolution Mr. Burbank has preserved to a remarkable

degree every desirable trait—carefully suppressing the thorny, slender, sprangling tree-habit of plums, and we have it sturdy, strong and a very rapid grower, spreading just as large as it ought to and no more. It fruits heavily every year—not overbearing, but yielding a full, vigorous, satisfactory crop. And to these admirable points, the fact of its heavy, luxuriant foliage and its habit of bearing its burden of fruit on the inside of the tree, where is the greatest strength, and we have little else to ask for in a plum.

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In the Maynard Plum we have a tree that is perfection itself—a strong, vigorous constitution, dense, compact head, with large apricot-like leaves, thickly distributed over the entire tree, forming a protection for the young fruit from winds and rain in the early spring and a shelter from the intense heat of the sun later in the season. The branches are strong and sturdy, well able to bear up the heavy load of fruit which the Maynard always brings forth.

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From Burbank's earnest thought, and the years of patient, determined work following thereon, have come new creations of trees and plants, marvelous fruits and flowers, so wonderful and charming that small wonder the quiet man who did all this should be called "Wizard." But let us call him rather "Master of Modern Horticulture." For certainly no man has so successfully mastered and applied the great principles underlying the genealogy of plants. We would not give him a title taken from the dark ages, when mystery prevailed in the minds of men, but place him at the head of that great modern industry which has made such wonderful progress in the last decade. "Master of Modern Horticulture"—more honored title than "Master of a Thousand Battlefields" or "Master of the greatest nation of the earth."

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[Extract from Mr. Burbank's letter to the Oregon Nursery Co.]

"The eight or ten two-year-old trees are making the most remarkable growth that I remember to have seen, with great, healthy, broad, dark green, apricot-like leaves. The trees are perfect beauties, the very picture of vigorous health. You may rest assured in introducing the Maynard Plum that you never before have had as valuable a fruit to introduce."

## LIFE WORK OF LUTHER BURBANK.

Written especially for the Maynard Catalogue by Edward J. Wickson, A. M.

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"The most eminent plant breeder in the world is Luther Burbank of Santa Rosa, California. 'In his ability to penetrate behind the facts to the laws which make facts significant he resembles Darwin, whose spirit and method he exemplifies'. It is not, however, the value of Mr. Burbank's life and work from a scientific point of view, which is to be emphasized in this connection. It is mentioned merely to show the depth and breadth of the man whose wonderful achievements have lifted horticulture to a closer kinship with science than it has been accorded hitherto.

"In a sketch specially prepared to accompany a business announcement of one of Mr. Burbank's wonderful new fruits, it is fitting to speak particularly of what seems to the writer, one of the most striking and valuable characteristics and that is his keen perception of practical value in horticultural creation and his ruling purpose to perpetuate only those forms which at some points meet and answer human desires and needs. Mr. Burbank is actuated continually by a longing to elevate, to ennoble, to advance his fellow men, and he sees in plant improvement a means to lift human aspiration and to enhance human prosperity.

"His plans and efforts to develop new varieties possessing striking commercial value are a perfect demonstration of the fact that one can serve science and cherish philanthropy without becoming visionary.

"The creation of the hybrid plum Wickson illustrates Mr. Burbank's appreciation of specific points of market value in a fruit and his wonderful way of reaching an ideal which embodies notable practical value. The unique heart shape, so unusual to American eyes, so unplumlike and therefore attractive; the rich garnet color suffused upon a rich yellow, the latter a declaration of the light apricot flesh beneath; grand size accompanied by perfect symmetry and finish; a reservoir of juice embodying the whole gamut of oriental flavors; keeping and traveling qualities of the utmost durability all these are combined in the Wickson and it is not surprising that its first sales in Chicago made the record for plum prices in this country, and gave irrefutable commercial demonstration that Mr. Burbank knows the practical points of value well and does not place upon the market freak fruits which might be expected from a 'wizard of horticulture', an exceedingly unsuitable term which thoughtless writers have conceived that they honored Mr. Burbank by using. It is an unsuitable term because it excludes the discrimination between what is merely wonderful and that which is both wonderful and highly useful."

## A MAKER OF NEW FRUITS AND FLOWERS.

How Luther Burbank Breeds New Varieties of Plants on His California Farm;  
An Untaught Man Who will Attempt any Cross Whatever; His "Plum-  
Cot", a Hybrid Between a Plum and an Apricot; Stoneless  
Prunes; His "Shasta Daisy", a Wonderful Long  
Blooming Flower, Four Inches in Diameter  
Bred from the Common Daisy, a  
European Species and a  
Japanese Variety.

BY

LIBERTY H. BAILEY.

*Professor of Horticulture in Cornell University.*

[Published in the *World's Work*, September, 1902, and inserted here by permission of the author.]

Personally, Luther Burbank is rather small and spare of stature, somewhat stoop shouldered. He is inclined to be slow of movement, but he is very quick of perception. He is an intent listener. He is inclined not to talk of his work, but to one who has a genuine interest in his experiments he talks freely and frankly, but never boastfully. He likes to dwell on his failures and the delight that the quest has given him. He shows you his plants, tells you how he produced them, then allows you to make your own judgments of their merits. You feel his kindly and gentle spirit, and before you know it you love him. It is true that his place is closed to visitors, but this is because he has learned that most visitors are attracted by mere curiosity. If you are an honest and earnest inquirer, the place is yours. He tells you all. There are no secrets.

Perhaps the plums have received a greater share of Mr. Burbank's attention than any other kind of plant. New plums are growing on his place literally in thousands. A number of them have been introduced. The most striking thing in these plums is the stoneless prune, not yet perfected. He has great numbers of trees of them. Many of these trees are now in bearing. I have examined this fruit from tree after tree. All the fruits were perfectly stoneless, although the small meat or kernel still remains. These pitless prunes are of many sizes and qualities. Much yet remains to be done for them but the fact that the pits have been bred out is most encouraging.

It is Mr. Burbank's natural desire for experiment that has led him into this novel and delightful work. Of books he has few and there are not many that could help him. Darwin's "Variation of Animals and Plants" has been his chief inspiration, and he has much of the spirit of the great master. Gray's "Lessons" and "Field, Forest and Garden Botany" have been his chief guides in technical botanical matters. He secures his livelihood from the new varieties he sells to seedsmen and nurserymen, but his experiments are so extensive and he tries so many things for the mere zest of it, that he does not make money. His real interest in his work is not pecuniary; yet he deserves well of worldly goods, and some philanthropist could render a good service to mankind if he would endow this experimental garden and allow its proprietor to devote his whole energy to research. The best fruit growers of California prize Burbank's work and are confident that his varieties will win. In visiting his place, one feels regret that scientific record is not being made of these rich experimental results. Mr. Burbank shares in this feeling and he would welcome any careful and sympathetic student who would essay to make a permanent record of the work as a contribution to scientific knowledge. His place is an experiment station of the best type. His work makes for progress.



Following this, the catalogue will contain testimonials from the leading horticulturists throughout the entire country, on the good qualities of the Maynard Plum, of which the following are a few extracts:

"Its good qualities may be condensed into the one word 'magnificent'."

N. E. HANSEN,

U. S. Experiment Station, State Agricultural College, Brookings, S. D.,  
July 26, 1902.

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Office of T. V. MUNSON AND SON'S NURSERIES.

Denison, Texas, 7-29, 1902.

LUTHER BURBANK,  
Santa Rosa, Calif.

My dear Sir: The Maynard Plum came to hand last evening in perfect condition. It measured plump  $1\frac{7}{8}$  inches in diameter, nearly spherical, firm, meaty, dark crimson, flesh breaking, almost melting, sprightly, rich, flesh somewhat reddish near the skin, becoming yellow toward the stone; stone large, ovate, flattened, free; altogether a very handsome and excellent plum.

Thanking you for the favor, I am,

Very truly yours,

T. V. MUNSON.

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Santa Rosa, Calif., Aug. 14, 1902.

MR. LUTHER BURBANK,  
Santa Rosa, Calif.

Dear Sir: A plum which can be sent from California to Vermont, be returned to our Golden State and arrive in such perfect condition as did the Maynard Plum, which I had the pleasure of tasting on its return should have been named the "Jolly Traveler".

The color was as rich, the form as perfect and altogether it was as fresh in appearance, after its travels, as the ones which had been picked from the parent tree that very day. I believe it could be sent across the ocean so excellent are its keeping qualities. But not alone was it good to look at—it was sweet, juicy yet firm, and most delicious in flavor.

Sincerely yours,

A. B. KUMLI,

Librarian Free Public Library.

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Joseph, Missouri, July 24, 1902.

LUTHER BURBANK,  
Santa Rosa, Calif.

My dear Sir: Yours of the 16th is at hand, also the specimens of the plum, the Maynard. The fruit arrived in remarkably good condition considering its long journey; we pronounce the plum of splendid quality, very rich, and in every way desirable.

Yours very truly,

WESTERN FRUIT-GROWER,  
James M. Irvine, Managing Editor.

HATCH EXPERIMENT STATION AND MASSACHUSETTS  
AGRICULTURAL COLLEGE.

So. Bristol, Me., Aug. 8, 1902.

My dear Mr. Burbank: The sample of the "Maynard" plum came in good condition and am pleased to know of its merits. As I saw it on our grounds it seemed the best in quality of any of the hundreds we tested. Its large size, fine quality, and productiveness make it one of the most valuable of your introduction.

Thanking you for the sample of the plum, I am,

Very truly yours,

S. T. MAYNARD.

(The distinguished horticulturist in whose honor this splendid fruit was christened—Maynard.)

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Washington, D. C., July 27, 1902.

MR. LUTHER BURBANK,  
Santa Rosa, Calif.

Dear Sir: I beg to acknowledge receipt of two boxes of very fine specimens of your hybrid plums. I wish to speak specially of the Maynard. This I consider the best of all the specimens received. It had a very rich peach flavor of high quality; it was very juicy and of dark colored flesh.

Yours truly,

G. H. BRACKETT,

Pomologist, United States Department of Agriculture, Washington, D. C.

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Then will follow extracts from what eminent people and newspapers have said regarding the Maynard Plum, a few of which are given below:

It is an honor to California that Luther Burbank is its citizen. He is all that he has ever been said to be and more. He is a genius.

DR. L. H. BAILEY,  
Cornell University, N. Y.

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Luther Burbank, the greatest originator of new and valuable forms of plant life of this or any other age.

DR. DAVID STAR JORDAN,  
President Leland Stanford Jr. University.

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Of great importance to nurserymen is the work of Luther Burbank of California. He is engaged exclusively in the production of fruits and flowers which are new in the highest sense of the word. It is wholly a private enterprise, and the most extensive of its kind on earth.

NATIONAL NURSERYMAN.

The Oregon Nursery Company is located at Salem, Oregon, in the far famed Willamette Valley. Here the soil and climatic conditions are such as to insure a strong, healthy, vigorous and well-ripened nursery tree. The summers being long, dry and cool during the latter part of the season, the winters mild and moist, trees propagated in the Willamette Valley transplant and grow better than from any other place in the United States. Digging and shipping begins about Oct. 15th and continues with interruption until April the 15th. Trees can be ordered shipped from our nurseries at any time during this period and arrive at destination at the proper time for planting in any part of the U. S. or Canada. We also have cold storage facilities in which these can be held until a later date if desired by purchasers.

Trees of the Maynard Plum are propagated on the grounds of the Oregon Nursery Company by the best and most approved methods known to the nursery craft, and each tree of the Maynard will be examined by an expert and none will be sent out that may show a defect or blemish in any way and all trees will be graded to a standard height of 4 to 6 feet as shown in plate——on page——and to each tree will be attached the Maynard aluminum label, trade marked under the laws of the United States, bearing on the one side the inscription of Luther Burbank, the originator, and on the other side a basket of ripe fruit of the Maynard Plum, as shown in plate——page——. This label will be the guarantee to purchasers of the genuineness of the Maynard.

The Maynard will be sold to the Horticultural public through the medium of legitimate nurserymen everywhere under a contract guaranteeing a uniform price named hereafter in this catalogue. Nurserymen who are authorized to sell the Maynard will be furnished with a certificate of such authority signed by the Oregon Nursery Company.

The price of Maynard Plum trees will be as follows:—

Strictly first class 4 to 6 feet high						each	\$	2.50
"	"	"	"	"	"	"	per	6 13.50
"	"	"	"	"	"	"	"	12 25.00
"	"	"	"	"	"	"	"	50 100.00
"	"	"	"	"	"	"	"	100 190.00

As this Catalogue will be read by many who are not acquainted with the Oregon Nursery Company, we herewith append a few references from business men in Salem:

J. H. Albert, Prest.  
E. M. Croisan, Vice Prest.  
Jos. H. Albert, Cashier.

CAPITAL NATIONAL BANK.

Salem, Oregon, Dec. 17, 1902.

*To Whom it May Concern:*

I cheerfully certify to the reliability and responsibility of the Oregon Nursery Company whose statements I regard as entitled to full credit.

J. H. ALBERT.

(Copy.)

SUPREME COURT OF THE STATE OF OREGON.

Salem, December 12, 1902.

*To Whom it May Concern:*

This may certify that I am acquainted with, and for about ten years have personally known, Mr. M. McDonald and Mr. A. McGill, President and Secretary respectively of the Oregon Nursery Company of Salem, Oregon. They are upright citizens, honest in their dealings and respected by all who know them. They are experienced nurserymen, who by their knowledge of the details of the business in which they have been engaged, during the period of my acquaintance, their ability in selecting and growing stock suitable to the section of the country in which it is offered for sale, and their probity, have imparted to the Oregon Nursery Company, at home where it is best known, a recognized commercial standing that makes it an object of pride to our citizens. I therefore take great pleasure in recommending the Company and its officers as being worthy of confidence and patronage.

Very respectfully,

F. A. MOORE,  
Chief Justice.

(Copy.)

*Address all correspondence to*

**OREGON NURSERY COMPANY, Ltd.,**  
**SALEM, OREGON.**